



COUNCIL ON CULTURE & ARTS  
FOR TALLAHASSEE/LEON COUNTY

Attachment #

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Commissioner Bryan Desloge,  
Leon County Commission  
Leon County Courthouse

Dear Commissioner Desloge,

It looks like you will have a full day today with the Budget Workshop. I have been out of town until yesterday but after reading your agenda item this evening I wanted to be sure you had some input from COCA on the Outside Agencies issue as well as the Tourist Tax issue.

The TDC is recommending that there be a 2 year hiatus on the allocation of the additional (fifth) penny dollars to the PAC and the Arts Exchange. COCA was not expecting an allocation of that funding until the Arts Exchange was operating and so supports the TDC's recommendation. COCA has not received any public dollars for the Arts Exchange project to date. However, the PAC organization currently receives one penny of tourist tax and they may be expecting the additional one in 2011 so we are not speaking on their behalf.

I want you to know we took the PAC organization a proposal to consider joining efforts and creating a project that would reflect the best of the two projects in an affordable and sustainable new project. They have included us in meetings with the Theatre Consultant they have hired, who we have worked with previously, so I am hopeful that this may result in a constructive outcome for the community.

In summary, COCA would support the TDC recommendation to delay the allocation; in fact we would support it not being allocated until operational support is needed. As I may have explained to you, this allocation of tourist tax to the Arts Exchange would prevent it from draining the current grant pool if the Arts Exchange were instead to apply for a grant. COCA is committed to a policy that neither the PAC nor the Arts Exchange would qualify to apply for that funding as long as they receive this TDC fund. That preserves it for the existing organizations.

I am however confused by the numbers in your agenda item as well. I do not see the TDC losing \$1.6 million in revenue no matter when the fifth cent is split by the PAC and Arts Exchange. I have inserted a chart at the end of this letter to illustrate the numbers as I understand them. I do want to reiterate that despite the comparison to other counties in your agenda packet seeming to indicate we use substantially more tourist dollars for arts, Leon County's corporate and private sector demographic is unlike any of those counties because of our lack of corporate and private sources of funding that they have greater access to.

As for COCA's Outside Agency funding, I see that a request for a 5% reduction to all Outside Agency funding is under consideration. While I understand the need to look for places to reduce spending COCA, the only non-profit in the County that is considered an instrumentality and the designated public agency for the arts, is prohibited from raising private money for its own operating. While that makes it extremely difficult for COCA, it allows us to speak on behalf of our constituents to private funders without competition for those same dollars. It is essential that the County continue its level of funding for COCA as its only agency to manage the cultural affairs with the County.

I will be in attendance at the meeting and if you need clarification on anything related to these issues, please let me know.

As always, thank you so much for your support,

Peggy Brady  
Executive Director, Council on Culture and Arts (COCA)

Using County staff data: if 5 cent collection = \$800,000 each penny= \$4.0 million annually)

### TOURIST TAX ALLOCATIONS

	FY11 (Current)		FY12		CHANGE
TDC	67%	total \$2,680,000	47%	total \$1,880,000	-\$ 800,000
PAC	20%	total \$800,000	30%	total \$1,200,000	+\$ 400,000
COCA	-0-	total -0-	-0-	total -0-	no change
*Grants to Arts and History Organizations	12.61%	total \$504,500	12.61%	total \$504,500	no change
**ARTS EXCHANGE	-0-	total -0-	10%	total \$400,000	+\$ 400,000

\*actually considered a part of TDC funds, but for this purpose it is clearer to indicate this separately so it can be seen that this number is not affected by any change to TDC allocations. This is the grants program managed by COCA. All of these funds are allocated to other orgs. COCA receives its funds from general revenue.

\*\*with this allocation, which is at a similar level to what organizations in this category now receive in combined City and County COCA grants, THE ARTS EXCHANGE WILL NOT BE ELIGIBLE TO RECEIVE COCA GRANTS in order to preserve those funds for existing organizations.

Another way to look at it

### TOURIST TAX ALLOCATIONS

	FY11 (Current)		FY12		CHANGE
TDC	80%	total \$2,680,000	60%	total \$1,880,000	-\$ 800,000
(Includes 12.61% allocated to COCA totally for grants to local arts and history organizations)					
PAC	20%	total \$800,000	30%	total \$1,200,000	+\$ 400,000
COCA	-0-	total -0-	-0-	total -0-	no change
**ARTS EXCHANGE	-0-	total -0-	10%	total \$400,000	+\$ 400,000

\*in agenda material this is considered a part of TDC funds. This is the grants program managed by COCA. All of these funds are allocated to other orgs. COCA receives its funds from general revenue.

\*\*with this allocation, which is at a similar level to what organizations in this category now receive in combined City and County COCA grants, THE ARTS EXCHANGE WILL NOT BE ELIGIBLE TO RECEIVE COCA GRANTS in order to preserve those funds for existing organizations.